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WHAT GIVES MORE SATISFACTION THAN A WELL-CARED-FOR STRAWBERRY BED?

STRAWBERRIES FOR GARDEN AND FARM

A Select List Including:

HOWARD, No. 17

The million dollar berry. A new variety. The most promising one we have ever fruited.

Superb }
Progressive }
Peerless } Everbearing

CAMPBELL'S EARLY

The **one** really good money-making early variety. First to ripen. Plant acres of it.

Lupton }
Gandy } Standard Late Varieties

WILLARD B. KILLE
R. D. No. 2, Swedesboro, New Jersey

THE STRAWBERRY SITUATION

The past season growers received record prices for strawberries. Receipts of \$1000 per acre were a common occurrence. The outlook is splendid for several years to come. It will take at least two years for commercial growers to get back to the pre-war acreage. In the meantime the consumer will find it difficult to buy berries of only ordinary quality for the table even though he is willing to pay the price. There will not be enough to go around. The only way to be assured of first quality berries for home use is to grow them. The far-sighted commercial growers are already awake to the possibilities for large profits from berries during the next few years and are placing orders so rapidly that many nurserymen will be sold out long before planting time.

Strawberry plant growers anticipated a heavy demand for plants the coming spring and planted accordingly but drought in the west and excessive rains in the east have wrought havoc with the plant crop, and it promises to be even shorter than the small crop of last year. So Mr. Home Gardener, if you want first quality berries the way to get them is to grow them, and if you intend to grow them take a pointer from the commercial growers and do not delay a moment in ordering the plants. I have endeavored to grow a select list of varieties, am listing them at reasonable prices and will do my best to please you with healthy, clean-rooted, true to name plants.

Prices are for spring delivery only. April is the proper time to plant.

TERMS:—Cash with order, or 25 per cent cash when order is sent, the balance to be sent before shipment.

REFERENCE:—First National Bank, Pedricktown, N. J.

Something New

HOWARD, No. 17

The Million Dollar Berry

I have known of the existence of this berry for several years and have tried my best to get some plants, but the originator would not sell. The berry would probably have never been offered to the public had not Prof. Stevens, of the Connecticut Agriculture College, taken things in his own hands and furnished Mr. C. E. Chapman, of North Stonington, Conn., with some plants for propagating purposes. Mr. Chapman did his part, and in 1918 I was able to get a few plants, and was the only one in New Jersey to get them that season.

This season it fruited and I cannot do better in way of giving my opinion of this wonderful berry than to give a copy of part of a letter I wrote Mr. Chapman after I had seen the fruit.

HOWARD No. 17 GREATLY EXCEEDS EXPECTATIONS

Swedesboro, N. J., June 25, 1919.

Mr. C. E. CHAPMAN, North Stonington, Conn.

DEAR SIR:—I feel I must write and tell you how I like the Howard No. 17. From what you have written me at different times I naturally expected it to do very well, but to say that it far exceeded my expectations puts it mildly. It is certainly a wonderful berry, and you cannot praise it too high. My only regret is that I did not get more plants to start with. It should be called the "Million Dollar Strawberry" because I am sure it will mean greatly increased profits for strawberry growers everywhere.

As a rule I usually discount statements made by introducers and also go slow on praising new varieties after a test of only one season, but the Howard No. 17 is so outstanding in its superiority, both as to plant growth and fruit that I am recommending it to others and will set every plant I can next spring for our own fruiting.

You should certainly have a vote of thanks from strawberry growers everywhere for your part in introducing this wonderful berry. I send you mine herewith.

Yours truly,

WILLARD B. KILLE.

Description

Plant growth is faultless. Blossoms perfect. Early midseason is time of ripening, continues a long time and holds its size remarkably. No berry can be more beautiful. Splendid shipper. Large in size. Heavy yielder. A strictly fancy quality berry that will succeed commercially. If it has any faults I have failed to discover them. A New England grower says: "The best berry this side of Texas." My stock of Howard is necessarily limited.

PRICE:

Delivered, 50 plants, \$1.00; 100 plants, \$2.00; 500 plants, \$9.00; 1000 plants, \$18.00.

CAMPBELL'S EARLY

The Best First Early Variety

This variety makes us more money than any other. It is the first to ripen and is greatly prized by commercial growers. The Home Gardener favors it because it gives the first good berries of the season. Commercial growers should plant acres of it. Plants are extra large, strong, very vigorous, deep-rooted and will make a good bed on sandy soil. Blossoms are perfect. Fruit ripens very early and the crop is sold before the glut of mid-season berries comes on. The yield is large and dependable. Berries are attractive, sell well and run medium to large in size. Few extra large ones and practically no worthless nubbins. Not as firm as Gandy, but firm enough to carry well for distant shipping. Good table berry with just enough acid to give it a good berry flavor.

Campbell's Early is paying handsome profits on hundreds of acres in South Jersey. The *one* early berry you have been looking for. Arrange quickly for your supply of plants.

PRICE:

By mail, postpaid, 50 plants, 90c.; 100 plants, \$1.60.

By express, not paid, 500 plants, \$5.00; 1000 plants, \$10.00.

Special Prices on Large Lots.

✓ PREMIER

Premier ripens a few days later than Campbell's and is the only worthy rival of that most excellent variety. Premier is excellent for home garden and also for the commercial grower. It is delicious in flavor and an excellent shipper. Succeeds everywhere. Plant heavily, you will not be disappointed.

PRICE:

By mail, postpaid, 50 plants, 90c.; 100 plants, \$1.60.

By express, not paid, 500 plants, \$5.00; 1000 plants, \$10.00.

EVERBEARING STRAWBERRIES

Everbearing strawberries are here to stay. They are considered so valuable by the Home Gardener and occupy such a large space in his garden that few other varieties of strawberries are considered worthy of a place beside them. Everbearers planted in April commence fruiting in July *the same season set*, and continue until freezing weather. There are many varieties, After a thorough trial, I offer plants of the three listed below as being the best.

ORDER SHEET

WILLARD B. KILLE

Swedesboro, N. J., R. F. D. No. 2

Write name and address very plainly

Name of Buyer.....

Post Office

Street..... County.....

State..... Express Office.....

Ship by.....at proper time for Spring planting.
(mail or express)

Date of order.....19.....

If out of the varieties ordered shall I substitute?
Yes or No.

(Over)

SPECIAL

When sending in your order I would appreciate having you send me the names and addresses of some of your friends who are interested in growing strawberries either for market or family use. I will reciprocate by sending some additional plants.

Name

Postoffice..... State.....

SUPERB

This gives fine, large, glossy berries of good flavor on the parent plant and some of the first set runners the first season, and the following spring gives an immense crop that frequently outyields the best of the standard sorts. The only other Everbearer that can compete with Superb for large fancy fruit is Peerless. Have grown Superb for nine years, and have never yet had enough plants to supply the demand. That statement alone is a sufficient recommendation.

PRICE:

By mail, postpaid, 50 plants, \$1.00; 100 plants, \$2.00.

By express, not paid, 500 plants, \$6.00; 1,000 plants, \$12.00.

PEERLESS

Peerless is a newer variety than Superb and has not been tried out so long. It is similar to Superb in growth and fruit but appears to be a little thriftier, gives a few more berries the first fall and the fruit is somewhat larger, especially for the Spring crop.

PRICE:

By mail, postpaid, 50 plants, \$1.00; 100 plants, \$2.00.

By express, not paid, 500 plants, \$6.00; 1,000 plants, \$12.00.

PROGRESSIVE

The Universal Favorite

Progressive gives the greatest number of berries the first fall after setting of any everbearer I have yet tested. It fruits continuously on both parent plants and newly set runners, and while berries are not quite as large as Superb the number is greater and they are so sweet and good that they make this variety a great favorite for the Home Gardner. The Everbearer that nearly everyone succeeds with.

By mail, postpaid, 50 plants, \$1.00; 100 plants, \$2.00.

By express, not paid, 500 plants, \$6.00; 1,000 plants, \$12.00.

LUPTON

A Late Berry With a Great Future

This berry, although comparatively new, has replaced Gandy on many commercial plantations. It is a large beautiful berry that gives tremendous yields and always

tops the market on prices. It is a late berry, ripening a few days ahead of Gandy, and is the best shipping berry I have ever seen. The demand for plants is exceedingly heavy and stock limited.

PRICE:

By mail, postpaid, 50 plants, 90c; 100 plants, \$1.60.

By express, not paid, 500 plants, \$5.00; 1,000 plants, \$10.00.

GANDY

Gandy is the standard by which all late varieties are compared. Although I feel Lupton is by far the best berry, still a great many growers like to stand by their old friends, and for those who have grown Gandy in the past and know how to handle it, I offer a fine lot of plants.

PRICE:

By mail, postpaid, 50 plants, 80c; 100 plants, \$1.50.

By express, not paid, 500 plants, \$4.00; 1,000 plants, \$8.00.

ST. REGIS EVERBEARING RASPBERRIES

This is the best known Everbearing variety. The first crop ripens in June, at about the end of the strawberry season. It also gives a second crop of sweet, luscious, red berries throughout the Summer and Fall. Every home garden should have a dozen or so of these plants.

Price by mail, postpaid, 12 plants for \$1.00.

ASPARAGUS SEED

Gloucester County produces some of the finest asparagus grown in New Jersey. It took long years of trial to convince growers that the production of fancy asparagus was not alone the result of rich soil and high feeding. *It is chiefly in the breed.* A poor strain of asparagus is dear as a gift, while a superior strain is cheap at most any price. We have been growing asparagus nearly 20 years, and know by experience that the above is true. We are acquainted with the best growers here, and in the past have secured seed for growing our own roots, from what we believed to be the best beds in the County. We got the best regardless of cost, and are now able to offer you select seed from our own beds.

Price by mail, postpaid, 1 oz., 40c; $\frac{1}{4}$ lb., \$1.35; $\frac{1}{2}$ lb., \$2.50; 1 lb., \$4.00.
